

## CLAIMS

- 1     1.     A method for providing a customized decoration to an item comprising:  
2             providing a plate having a formation that defines an image of the decoration in a  
3     printing machine;  
4             supporting the item in a support structure of a printing machine and retaining a  
5     substrate on the item in a jig that is aligned with a printing element of the printing ma-  
6     chine;  
7             transferring, by the printing element, ink from the formation to the substrate; and  
8             removing the item from the support structure.
- 1     2.     The method as set forth in claim 1 wherein the step of retaining includes stretch-  
2     ing elastic cords attached to the substrate so as to seat the substrate in a well structure on  
3     the jig.
- 1     3.     The method as set forth in claim 2 wherein the item is one of either a bag or case  
2     and the elastic cords are attached to a side of the bag or case.
- 1     4.     The method as set forth in claim 1 wherein the step of retaining includes placing  
2     an edge of the item having the substrate mounted therealong against a wall of the jig and  
3     applying a plate containing an aperture in the shape of the substrate over the item so as to  
4     capture a perimeter edge of the substrate within the aperture.
- 1     5.     The method as set forth in claim 4 wherein the item comprises one of either a  
2     portfolio or a padfolio.
- 1     6.     The method as set forth in claim 5 wherein the substrate is mounted on a side  
2     pocket of the item and the step of placing the edge includes directing a plate of the jig  
3     between a side of the item and the pocket.

1 7. The method as set forth in claim 1 wherein the substrate is a soft rubberized plas-  
2 tic with a surface finish adapted to accept ink.

1 8. The method as set forth in claim 7 wherein the step of transferring includes ap-  
2 plying ink to a domed face of the substrate with a printing element having a curved edge  
3 that flexes as the printing element contacts the domed face.

1 9. The method as set forth in claim 1 further comprising receiving an order for pro-  
2 duction the item with the decoration and producing the plate from an image of the deco-  
3 ration supplied by the customer.

1 10. A business accessory having a customized decoration produced by a process in-  
2 cluding the steps of:  
3 providing a plate having a formation that defines an image of the decoration in a  
4 printing machine;  
5 supporting the business accessory in a support structure of a printing machine and  
6 retaining a substrate on the business accessory in a jig that is aligned with a printing ele-  
7 ment of the printing machine;  
8 transferring, by the printing element, ink from the formation to the substrate; and  
9 removing the business accessory from the support structure.

1 11. A business accessory having a printed decoration comprising:  
2 a substrate that includes the printed decoration on a surface thereof, the substrate  
3 including a pair of opposing ends that are each wrapped around a respective elastic cord  
4 of a pair of elastic cords, the elastic cords each being attached to a side of the business  
5 accessory.

1 12. The business accessory as set forth in claim 11 wherein the surface of the sub-  
2 strate having the printed decoration defines a domed shape.

1 13. The business accessory as set forth in claim 12 wherein the substrate comprises a  
2 rubberized plastic and wherein the surface having the decoration is adapted to accept a  
3 predetermined printing ink thereon.

1 14. A printing machine for printing customized business accessories comprising:  
2 an inking plate with a formation of a predetermined decoration thereon;  
3 an inking pad movable into contact with the formation at predetermined times;  
4 a jig that retains and aligns a substrate on the business accessory with respect to a prede-  
5 termined location; and  
6 a printing pad that transfers ink in the form of the decoration from the formation  
7 to the predetermined location so as to print the decoration on the substrate.

1 15. The printing machine as set forth in claim 14 wherein the jig includes a well  
2 structure adapted to seat the substrate in the well structure.

1 16. The printing machine as set forth in claim 15 wherein the business accessory is  
2 one of either a bag or case and the substrate is attached by elastic cords to a side of the  
3 bag or case.

1 17. The printing machine as set forth in claim 14 wherein the jig includes a wall for  
2 engaging an edge of the item business accessory in which the substrate is along the edge  
3 and a plate containing an aperture in the shape of the substrate adapted to be placed over  
4 the business accessory so as to capture a perimeter edge of the substrate within the aper-  
5 ture.

1 18. The printing machine as set forth in claim 17 wherein the business accessory  
2 comprises one of either a portfolio or a padfolio.

1 19. The printing machine as set forth in claim 18 wherein the substrate is mounted on  
2 a side pocket of the item and the jig further includes a plate adapted to pass between a  
3 side of the item and the pocket.

1 20. The printing machine as set forth in claim 14 wherein the substrate is a soft rub-  
2 berized plastic with a surface finish adapted to accept ink.

1 21. The printing machine as set forth in claim 20 wherein the substrate defines a  
2 domed face and the printing pad defines a curved edge that flexes as the printing element  
3 contacts the domed face.

1 22. The printing machine as set forth in claim 14 wherein the formation is an image  
2 of the decoration provided by a customer requesting the business accessory.